

# DIRECT LINE

## HERE'S THE LATEST DIRECT MAIL PIECE FROM...

<b>BASIC</b>	<b>February 27, 1996</b>
Brand	Date
October Mailing	Terry Teamer x5662
Mailing	Name/Extension
10/2-10/18	
Drop Date	
Audience:	Quantity <b>2.0MM</b>
Offensive <input checked="" type="checkbox"/>	Versions
Defensive <input checked="" type="checkbox"/>	
Other	

## THIS MAILING INCLUDES...

<b>Letter:</b>	<b>Sweepstakes:</b>	<b>Catalog:</b>
Personalized <input checked="" type="checkbox"/>	Entry Form	Order Form
Non-personalized	BRC/BRE	BRC/BRE
	Postage-paid	Postage-paid
<b>Survey:</b>	Postage-due	Postage-due
Name Generation <input checked="" type="checkbox"/>	Personalized	Personalized
Refer-a-Friend	Non-personalized	Non-personalized
Opinion		
Requalification <input checked="" type="checkbox"/>	<b>Newsletter:</b>	<b>Coupons:</b>
Limited <input checked="" type="checkbox"/>	Personalized	Yes <input checked="" type="checkbox"/>
Full	Non-personalized	No
BRC/BRE	Order Form	<b>Premiums:</b>
Postage-due <input checked="" type="checkbox"/>	BRC/BRE	Yes <input checked="" type="checkbox"/>
Postage-paid		No

## WHAT WE HOPED TO LEARN...

### OBJECTIVES:

- Generate incremental volume
- Encourage trial/repeat purchase among discount competitive smokers
- Continue building relationship with Basic smokers
- Response rate by audience segment

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